

SPOTLIGHT

NEWS
for the
PEOPLE of
CHULA
VISTA

More Than a Vision

CHULA VISTA'S BAYFRONT could look something like this a few years from now—a bustling marina surrounded by acres of parks, shops, luxury hotels, elegant restaurants, museums and entertainment venues.

Until recently, this was merely a vision with no timetable. But a planned billion-dollar investment by one of the nation's premier hotel developers, could be the catalyst that transforms the underutilized Chula Vista Bayfront into a world-class destination.

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Moving On

BEGINNING THIS MONTH, Chula Vista Transit passengers will notice major schedule and route changes. The improvements, approved by the Metropolitan Transit System (MTS) Board of Directors after a series of public meetings, are aimed at making the system more efficient.

Route 701 Along this streamlined route, buses run seven days a week between H St. and the Palomar Trolley Station—every 15 minutes on weekdays. Take the new Route 702 for continuing service to Orange and Melrose Avenues. Service to Rancho Dr. is discontinued.

Route 702 as it existed, is discontinued. The new 702 will provide daily and weekend service between the Palomar Trolley Station and Sharp Chula Vista Hospital.

Route 703 is discontinued. The new 702 replaces service along Orange and Brandywine Avenues. Service along Oleander Ave., Crest Dr., Lori Ln., and J St. is discontinued.

Route 704 is a revised route that provides service between the E Street Trolley Station and Sharp Chula Vista Hospital every 30-35 minutes seven days a week. Service to Telegraph Canyon Rd., La Media Rd., and Buena Vista Way is discontinued.

Route 705 will pick up passengers between the E Street Trolley Station and Plaza Bonita, ONLY. It operates every 30-40 minutes seven days a week. Limited continuing service between Plaza Bonita and Southwestern College is provided via new Route 713.

Route 706 has been discontinued. For alternative service, please use: Route 929 on Fourth and Third Avenues; Route 704 on Fourth Ave.; Route 709 on H St.; and Route 932 on Broadway. Route 706 A will continue to operate until January 2007.

Route 707 as it existed, is discontinued. The New Route 707 will provide hourly weekday service between Southwestern College and Otay Ranch Town Center via Eastlake Pkwy, Boswell Rd., Mackenzie Creek Rd., and H Street.

Route 709 will no longer enter the Southwestern College transit center. Instead, it will serve the college along Otay Lakes Road. The revised route will operate between H Street Trolley station and Otay Ranch Town Center every 15 minutes on weekdays and 30 minutes on weekends. Only select trips during peak periods will continue to serve Eastlake Parkway up to Lake Shore Dr.

Route 711 is discontinued. Routes 707 and 713 may be good alternatives.

Route 712 is a new route that provides service between Palomar Trolley Station and Southwestern College via E. Palomar St. and La Media Road. It operates every 15 minutes on weekdays and 30 minutes on weekends. Please note this route allows passengers from the south easier and quicker access to the college. Express Service to the college will be provided on an as needed basis from Palomar Station instead of H Street starting September 5.

Route 713 is a new route that provides limited weekday peak morning and afternoon service between Plaza Bonita Shopping Center and Southwestern College via Bonita and Otay Lakes Rd.

Find new route maps, timetables, and route direction sheets at www.sdcommute.com or call MTS at 1-800-COMMUTE.

Traffic Safety

A RECENT POLICE SURVEY of Chula Vista residents found that traffic issues—speeding, aggressive driving, and running red lights—topped the list of concerns.

In response, the City launched a major traffic initiative to reduce accidents at major intersections and improve safety for all pedestrians and bicyclists.

The Neighborhood Traffic and Pedestrian Safety Program is a new approach to a serious problem. It brings Chula Vista's police and traffic engineers together with the community to find the right combination of traffic calming measures that will make a difference in busy neighborhoods. A neighborhood traffic calming project involves strategic physical or operational changes to streets in order to reduce vehicle speeds and to mitigate the impacts of automobile traffic in neighborhoods. Calming measures can include educational campaigns tailored to the neighborhood, parking restrictions, crosswalks, stop signs, radar speed boards and more.

The new initiative is already in motion. Working with the MacKenzie Road neighborhood in eastern Chula Vista, police and traffic engineers are working with residents to develop a traffic-calming plan to increase safety around Thurgood Marshall Elementary School. And 31 of the City's busiest intersections are undergoing an in-depth analysis that could trigger engineering and enforcement enhancements. Stay tuned for more news about the progress of this important effort! 🐼

Around Town...

Fall into Recreation

Hurry! Registration for Fall Recreation classes is already underway and ends September 23. Sign up for dance, arts and crafts, fitness and sports classes. And don't forget our pre-school programs.

Now that three new recreation centers have opened at Veterans Park in Sunbow, Monteville Park in Rolling Hills Ranch and Salt Creek Recreation Center in EastLake, there are more classes, special holiday activities, and drop in programs than ever. Check out our free or low-cost "Fun to be Fit" health and fitness programs and consider holding your special events—wedding receptions, birthday parties and family reunions—at any of our fine facilities including the City's two pools.

To learn more, pick up a copy of the quarterly brochure at any recreation center or library, or visit the City's website at www.chulavistaca.gov/rec.

Classes begin September 25.

Bridging Olympic Parkway

From now on, crossing busy, six-lane Olympic Parkway will be easier and safer for bicyclists, students and hikers. Construction of two new pedestrian bridges that span the busy thoroughfare is finished—just in time for the new school year. Now, students will be able to cross Olympic Parkway safely and without disrupting traffic.

The bridges connect miles of dedicated pathways that wind through the villages of Heritage, Lomas Verdes, Santa Venetia, and Montecito.

The cost of both bridges were paid for with monies from a pedestrian bridge impact fee and a special Mello-Roos tax levied on the homes in villages benefiting from the new structures.



Energy and Light

San Diego Gas & Electric (SDG&E), in partnership with the City of Chula Vista, is hosting an energy conservation event to help residents learn how to save energy and money. The event will be held on Saturday, October 14 between 10 a.m. and 3 p.m. at the Civic Center Branch Library parking lot located at 365 F Street.

Residents can trade in their old incandescent light bulbs and halogen torchiere floor lamps for new energy-efficient models *for free!* Each household is limited to five incandescent bulbs (75 watts or higher) and two torchiere floor lamps, while supplies last. To be eligible, residents must present a valid California driver's license or ID and a current SDG&E bill. Additional event activities include a raffle contest, information booths about SDG&E's financial assistance and rebate programs, and a visit from "Louie the Lighting Bug," SDG&E's safety mascot that helps children play it safe around electricity.

For more information, call SDG&E at 1-800-411-7343.

Election Update

Don't forget to register by October 23 in order to cast your ballot in the upcoming election. Remember that voters who have changed their name or address are required to re-register. If you're unable to vote on Election Day, November 7, consider mailing in an absentee ballot or vote early in person by dropping by the Registrar of Voter's Office between November 1 and November 7. Absentee ballot applications are available at www.sdvote.com, the Registrar's Web site.

Memorializing a Local Leader

Next time you're strolling through the pleasant park next to the Civic Center Library, look for the life-sized bronze bust of former Chula Vista Mayor Will T. Hyde. Last year, the park along Fourth Avenue was named after the former city leader; and this year the sculpture, which memorializes the popular mayor, was completed, dedicated and installed along one of the pathways. Hyde served the City from 1977 to 1981.

Well-known Encinitas artists T.J. Dixon and James Nelson were selected to design the bronze bust. The sculpture is mounted in the center of Will T. Hyde Friendship Park on a powder-coated stainless steel base.

To protect the artwork, both the sculpture and the base are coated with a graffiti-resistant finish. Inscribed on each face of the four-sided pedestal is the following commemorative inscription: MAYOR, TEACHER, COMMANDER, ACTIVIST. 🐞



PHOTO BY MIKE ARMBRUST

Shopping Countdown

OTAY RANCH TOWN CENTER—the county's newest regional shopping center—is on target to open October 27. General Growth, the developer, has released its list of tenants. In previous issues of Spotlight, we've named a few of those retailers and restaurants. Here are a few more. For a complete list, visit the City's website at www.chulavistaca.gov.

To celebrate the grand opening of the **EASTLAKE DESIGN DISTRICT**—one of the county's largest one-stop shopping areas for the home—IRE Development will hold a Fall Festival on Saturday, September 16 from 10 a.m. to 6 p.m. Enjoy live entertainment, activities for the kids, and check out the great home furnishings at the Eastlake Design District. 🎉



Apple Computers
California Pizza Kitchen
Chili's
King's Fish House (Spring 2007)
Banana Republic
Panera Bread
Marble Slab Creamery
Brookstone
Rocky Mountain Chocolate
Chico's
Coldwater Creek Spa
Discovery Channel
Forth & Towne
Jos A. Banks
Papyrus
Sharper Image
Studio 12-20
White House/Black Market

Bayfront

continued from front page

After nearly a year of negotiations, the City and the Port of San Diego signed an agreement with Gaylord Hotels that makes way for a spectacular project that includes a 400,000- square foot convention center, up to 2,000 hotel rooms and 60,000 feet of retail and restaurant space. In late July, the City and the Port signed a letter of intent outlining key points that will guide the next round of negotiations for the resort hotel and convention center.

The letter of intent calls for bond financing to develop public amenities including: 30 acres of parkland; water and sewer lines; a new fire station; and road improvements. In the Chula Vista Bayfront Master Plan, H Street will be extended all the way to the waterfront, and a reconfigured E Street will also connect with the bay.

"This will be one of the most impressive waterfronts anywhere," said Mayor Stephen C. Padilla. "As one of the nation's fastest growing cities, Chula Vista deserves a landmark destination that serves its residents and the region. And I'm delighted to have a company like Gaylord as a partner."

Over a two-year period, the Port, the City, a private landowner, and a 29-member Citizens Advisory Board hammered out a plan to revitalize more than 500 acres along Chula Vista's Bayfront. The most popular option is a plan that features three districts—each with a distinct look and feel.

- **Sweetwater District** to the north includes the Chula Vista Nature Center and the Sweetwater Wildlife Refuge.

- **Harbor District**, the central area of the Bayfront where Gaylord intends to develop will have a mix of hotels, restaurants, shops and entertainment areas—all with spectacular views of the waterfront and in close proximity to a signature park and the re-designed marina.

- **Otay District** to the south where the South Bay Power Plant and the SDG&E switchyard will be torn down and replaced by new housing, office buildings, a park and a lagoon.

Gaylord's proposal would redevelop a significant portion of the Bayfront area over the next several years and is expected to attract new investment to the City and the region. It's estimated that development and construction of the Gaylord project would pump \$1.3 billion into the region's economy, with \$733 million concentrated in the City of Chula Vista. Gaylord's Chula Vista facilities will attract more than a half million visitors a year and create jobs for more than 2,000 people.

"We're optimistic about Gaylord and the Bayfront Master Plan," said Mayor Padilla. "Public participation in this project has been phenomenal and key to our success so far." 🎉

Enjoy the View

MOUNTAIN HAWK PARK, overlooking one of the most scenic areas of the city, opened this summer to rave reviews. The new 13-acre neighborhood park is located in EastLake Vistas, and its spectacular views of Lower Otay Lakes and the nearby mountains make it a

perfect place for weddings and other special occasions.

Kids can't resist the spray of the play fountain. And they're intrigued by the legend behind the park's name. The magical story of how a mountain hawk befriended a rabbit is integrated into the colorful handmade tiles that decorate the columns located throughout the park.

Other features of the park include an amphitheater, tot lot, three picnic shelters and two multi-use sports fields.



Mountain Hawk is the fifth new City park to open since late April. Over the past three months, Chula Vista has brought on line 81 acres of new parks and nearly 60,000 square feet of new recreation center space at a total cost of \$47.9 million.

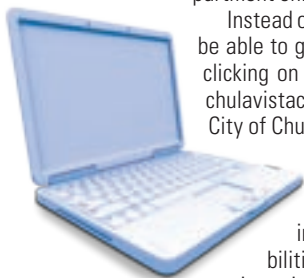
Mountain Hawk's master planner and landscape architect, DeLorenzo, Inc., won a Visionary Design Award from the American Society of Landscape Architects. Developer fees paid for the design and construction of the \$4.3 million park. 🌿

A Higher Level of Service

TECHNOLOGY IS GIVING the City's Planning and Building Department new tools to improve customer service. Soon, consumers will be able to do more business with the department online.

Instead of making a special trip to City Hall, they'll be able to get permits and do property research by clicking on the department's home page at www.chulavistaca.gov. That saves consumers and the City of Chula Vista, time and money.

Also, new technology in the form of mobile data terminals, is allowing the department to expand its permit inspection and code enforcement capabilities. In addition, automation is making it easier to schedule public hearings and track public comments. Look for a menu of all of the City's online services in the November issue of Spotlight. 💻



Did You Know?

- Chula Vista now has 52 green, beautiful, well-maintained parks throughout the City! Plan your next birthday, barbecue or family gathering in the great outdoors and call Park Reservations at (619) 397-6197 to reserve a picnic shelter or permit an air jump.
- Since 2005, the City, in partnership with the non-profit People for Trees and community volunteers, has planted almost 500 new shade trees along older residential streets and parks. In addition to improving local air quality, the shade trees reduce demand for air conditioning and lower energy consumption.
- Don't forget to sign up for the latest city news via the e-Brief newsletter. Go to our home page at www.chulavistaca.gov and click on e-Brief to subscribe. It will be delivered to your e-mail for free the first week of every month.

Fun this Fall

State of the City Address You're invited to the Mayor's 2006 State of the City address on Tuesday evening, September 12. The event will be held at Monteville Recreation Center at 6 p.m. The center is located at 840 Duncan Ranch Road. Come meet your elected officials at a hosted reception following the address.

Taste of Third and Art Walk Take a bite out of Third Avenue Village on a self-guided walking tour of some of the city's best restaurants! Enjoy a feast for the senses—dine on savory cuisine, view displays of local artists, and experience the history and charm of Third Avenue at 5 p.m. on September 14. For ticket information and further details, please call the Third Avenue Village Association, (619) 422-1982.

Bonitafest Join the festivities at this annual autumn festival featuring a two-hour parade with marching bands, crafts, games, a fun run, and food booths on September 30. The celebration begins at 9 a.m. on Bonita Road between Otay Lakes and Willow Road. Sponsored by Bonita Business and Professional Association, (619) 472-0033.

Wine Taste Chula Vista The Fourth Annual Rotary Wine Taste Chula Vista will be held at Salt Creek Golf Club on October 7 from 5 to 8 p.m. The popular event will feature signature samples from exclusive restaurants and wineries, a new and classic car show, live entertainment and a fantastic silent auction.

Tickets are \$35 in advance and \$45 at the door. Tickets may be purchased online at www.winetastechulavista.com or by calling (619) 934-6107. Participants must be 21 years or older to attend. Proceeds from the event will benefit the Chula Vista Nature Center and other charities.

Presented by McCune Motors Chula Vista.



Beautify Chula Vista Day

Volunteer to beautify our city on Saturday, October 21! Participants will be

teamed up to paint out graffiti, stencil storm drains, pick up litter and clean up Chula Vista. The event kicks off at Hilltop Middle School located on 44 East J Street between 8 - 9 a.m. Volunteers will complete registration, meet their team leader, attend an opening ceremony and be directed to designated clean-up sites around the City. All participants will receive a free commemorative t-shirt and refreshments. Volunteers must provide their own transportation. Pre-registration is required. Please call (800) 237-BLUE by October 4 to pre-register. Sponsored by the City of Chula Vista and I Love A Clean San Diego.

Fire Department Open House A display of fire engines, interactive fire prevention trailer and live demonstrations are some of the activities planned at Chula Vista Fire Department's Annual Open House on October 7. From 10 a.m. to 2 p.m., the doors will be open to tour the facility, exhibits and equipment at Fire Station #4, located at 850 Paseo Ranchero. Don't miss the opportunity to meet our local heroes and learn more about the services they provide.

For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the "Events" page on the City's Web site at www.chulavistaca.gov.



CHULA VISTA SPOTLIGHT



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The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is www.chulavistaca.gov